LEO BURNETT U.S.A.

AD#682-A3 REQ#M48681 "MISSOURI BLACK EXPO ROP" TABLOID PAGE B/W ROP (10-13/16" x 14"), 1996

Club

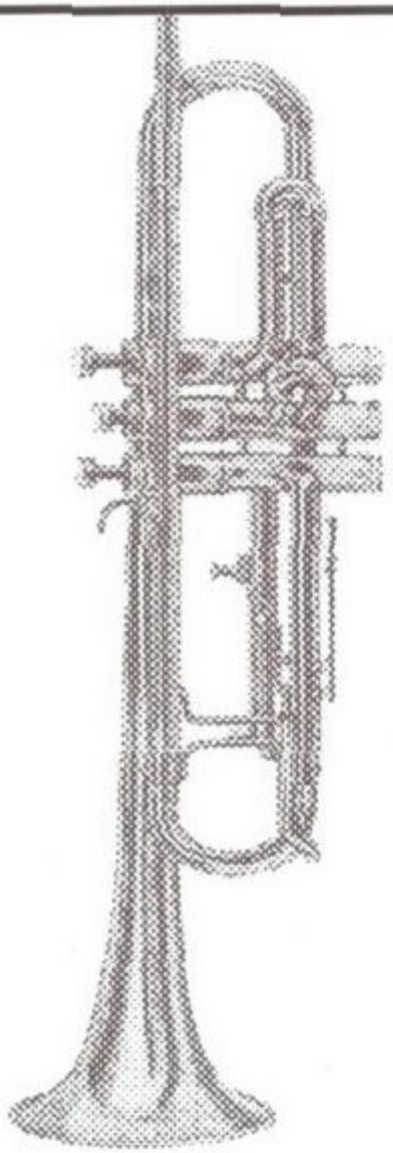
BENSON & HEDGES

and

Missouri Black Expo

Present

The Isley Brothers
The Whispers
112



Kiel Center

Saturday, August 17, 1996

8 p.m.

Admission: $10 & $15

All seats reserved

Tickets now on sale at
all Capital Tickets outlets

To charge by phone, call
"Dial Tix" at (314) 968-1800

For information, call (314) 622-5400

Artists subject to change without notice

Presented by
Benson & Hedges
Menthol Cigarettes

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

LEO BURNETT JOB INFORMATION

PRINT

Ad No. 682-A3
Req. No. M48681
Brand Benson & Hedges
Packing(s) Men FF
Title Club B&H Event ROP
Medium (ROP) 10 13/16 x 14
Description Missouri Black Expo
Area 15 in. Sq. In.
First Sched. Cover Date 7/15/96
Warning Zvt 4 (LECO)
T&N Size 10 PT

APPROVALS

Print Service CLX - 7/10/96
Agency Legal
Client Service
Brand
PM Legal
PM Legal Changes/Comments Date

Agency Legal

10.8125"

Scale: 1" = 1"
Trim: 10.8125 x 14 inches
Area (Trim): 151.375 square inches

CAPPS

Exhibit 4
10pt Univers Light Cond.(10/10 Capps TNN 10)

Source: https://www.industrydocuments.ucsf.edu/docs/hxdp0003

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